CELOTEX
INSULATION

MADE IN U.S.A.

IN presenting this Brochure our intention is to portray and picture the many and varied uses of CELOTEX, the premier Insulation Building Material made of cane fibre. The Architect, Engineer, Merchant, Contractor, Builder, Decorator, and Householder can all use to advantage CELOTEX PRODUCTS. • We shall be pleased to send special literature applicable to any of the Products or particular problems in which you may be interested. Some usages are :—Stucco or Plaster Base, Interior Lining and Decorative Panel Work, Insulation of Roofs and Prevention of Condensation and Sweating, Cold Storage and Refrigerator Work, Heating and Ventilating Installations, Noise Abatement and Quietening of Offices, Hospitals, etc., and Prevention of Sound Transmission, Acoustical Correction of Auditoriums, Churches, Schools, etc. • We render Service before and after purchase. Throughout the entire country, Merchant Stockists and our own specialist District Representatives, backed by our own Technical Department, co-operate with customers.

The Celotex Company of Great Britain, Ltd.

The miracle of cane fibre insulation

TO-DAY the world is crowded with inventions and discoveries which contribute to our comfort or add to our pleasure. But most of these also add to our cost of living. A few there are, such as the electric light, which not only accomplish tremendous improvement but also accomplish a considerable saving as well.

Twelve years ago a new name was added to this brief list of things that combine distinguished service with lower cost. Insulation for homes has been available for a number of years and could be enjoyed by those who could afford to add the extra cost. Then scientists discovered that cane fibre, with its amazing strength, toughness, and lightness, could be fabricated into big, strong boards and that these boards not only retained the strength and lightness of the original cane fibre, but that under every conceivable test they showed a remarkable ability to resist the passage of heat and cold.

Here at last was a material which would so effectively shut out the weather that all existing standards of home comfort must be revised. Here, too, was the structural strength of rugged boards 3 and 4 feet wide, 8 to 14 feet long, and $\frac{7}{16}$ of an inch thick.

The long-sought miracle was accomplished—with cane fibre. As a building material it would replace wood boarding and wood lath; therefore, it would add little or nothing to the cost of the building. As an insulating material it would make the home more comfortable and livable in summer and winter and less costly to heat; therefore, it would actually save money for the owner.

There is only one cane fibre insulation—Celotex. This double-duty material which insulates and builds is now used in every country in the world, and is bringing comfort with economy to over 500,000 homes.

How nature taught men

HAVE you ever watched the polar bear in the zoo plunge into his tank and sport about in the icy cold water? Even in the dead of winter Mr. Bear revels in his cold plunge, for nature decreed that he must dive and swim in arctic seas to catch fish and seals for food, and even in captivity he loves icy cold water. Of course, the cold doesn't bother the polar bear. Nature gave him a wonderful coat of fur which insulates his body against the deadly cold and keeps his body heat within. Every single hair in his great, shaggy fur coat is in reality a tiny hollow tube containing many minute cells. It is these tiny cells which prevent the passage of heat and cold and enable the polar bear to live comfortably in the frozen wastes of the far north.

We see the same principle applied by nature for the protection of sheep and goats and other animals which must survive in cold climates.

Nature has provided other forms of insulation, too, probably the more remarkable because we have become so accustomed to them that we never think of them as insulation. Trees are insulated by means of their covering of bark, which contains millions of tiny air cells. In northern climates these air cells protect

to insulate for protection

the tree from destructive frosts. In tropical climates these same cells prevent the hot sun from drying out the life-giving sap so necessary to the tree's existence.

So, we see that since the dawn of time nature has used air-cell insulation to protect living things against heat and cold.

Man has learned how to insulate by imitating nature. The Eskimo dwells in an igloo built from blocks of packed snow which is full of tiny air cells, and he wears a suit of furs.

In tropical climates we find dwellings with thick adobe walls to shut out the sun's heat.

In equatorial countries, the natives roof their huts with a heavy thatch of cane and fibrous grasses which provides air-cell insulation, and the traveller in the tropics wears a sun helmet made from pith to insulate his head and prevent sunstroke.

In modern communities we find insulation being discussed in relation to every building, from the modest bungalow to the huge modern block of buildings. We find, too, that among all insulating materials there is one that stands out above and beyond all others in public acceptance—Celotex, the original and only cane fibre insulation.

CELOTEX . . . the only

ONE of the first questions the modern buyer asks regarding a house is, "How is it insulated?" Twelve years ago he never thought of asking such a question for the simple reason that the average person knew little or nothing about insulation. In those twelve years, however, a revolution has taken place in building practice, for with the introduction of Celotex Cane Fibre insulation came the first startling improvement in building construction in more than a century.

Celotex is the result of scientific research skilfully directed toward a single definite objective. The founders of The Celotex Company deliberately set out to find a material which could be converted into a product that would both build and insulate; that would be strong yet light in weight; that would be inexpensive—within the reach of every home builder and owner.

Scores of materials were tried and discarded—wood, various vegetable fibres, and numerous minerals. None of them met all the requirements. Then bagasse, or cane fibre, was tried and was found to possess remarkable qualities which explain the unique properties of Celotex Cane Fibre Insulating Board.

cane fibre insulation

Cane, as you know, is one of the strongest and toughest materials ever discovered, and yet is amazingly light. Fishing rods made from bamboo, a member of the cane family, and weighing but a few ounces, withstand terrific strains and can be bent like a fine steel spring without the least injury.

In the tropics, where various cane growths are abundant, native dwellings are built almost entirely of this strong, light material. Even sails for large boats are made from strips of cane, because cane alone combines the necessary lightness with the toughness and flexibility needed to survive the wind pressure which drives the boat along.

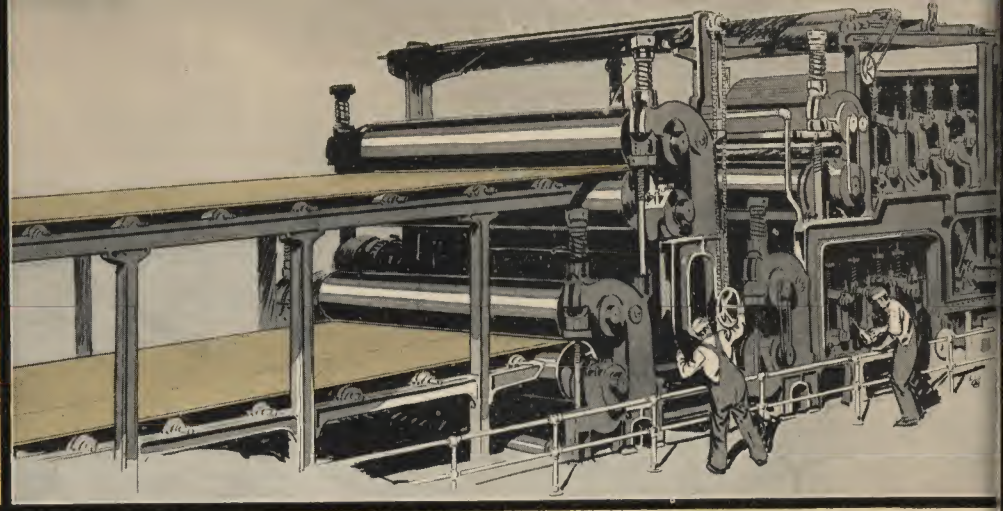
The large illustration shows the long, tough, close-knit fibres in the cane used in making Celotex. Their sturdiness becomes easily apparent under the magnifying glass. It is these fibres which give Celotex its remarkable strength and make it a superior building material as well as an effective insulation.

No other material duplicates the characteristics of Celotex nor ever can, for Celotex is the only Cane Fibre Insulating Board, and the process by which it is made is protected by world-wide patents.

CELOTEX—

THE real value of any product can always be measured by the degree of public acceptance it receives over a period of years. This is true of every product whether it be soap, or soup, or motor cars, or insulation. In every field there is one product which has climbed to leadership through sheer merit and value.

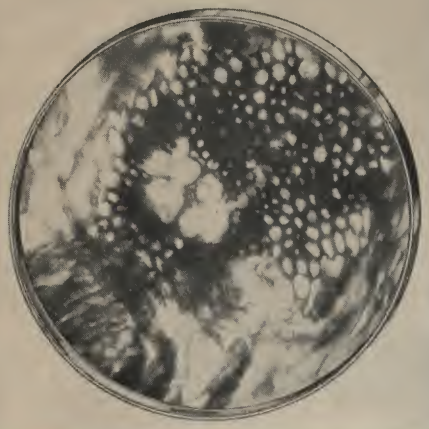
Celotex was not the first insulating material on the market. Various insulating materials have been available for a considerable number of years to those who could afford to add this extra item of expense to the cost of their homes.



ABOVE—*One of the giant machines used in manufacturing Celotex.*

BELOW—*The Celotex plant at New Orleans, U.S.A., where more than a million and a half square feet of Celotex is produced every day.*

BELOW—PAGE 7—*A corner of the sturdy standard Celotex board which is full $\frac{7}{16}$ of an inch thick. Above is shown Celotex under the microscope. Note the air cells which retard passage of heat and cold and provide insulation.*



a world-wide leader

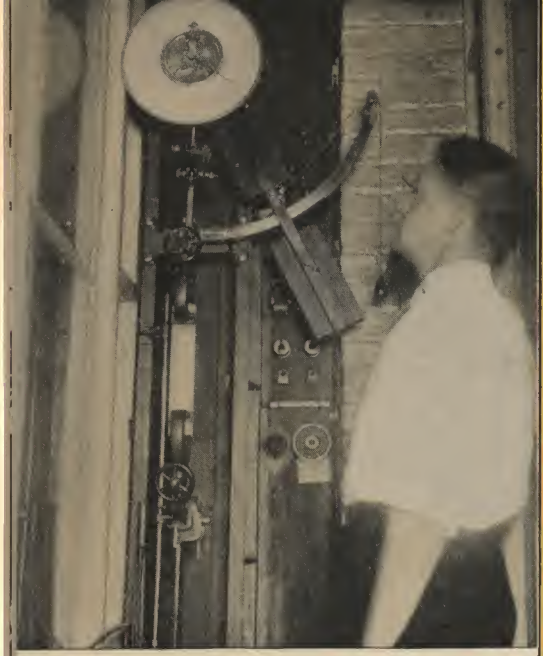
Celotex is the result of a revolutionary idea on the part of the founders of The Celotex Company. These men believed that if they produced the right material, insulation could be included in every home. Any slight extra cost would be repaid in fuel savings in a few years, after which these savings would be clear profit.

Experiments proved that Celotex would replace many materials on the exteriors of homes, and wood and metal lath in the interior of homes. Here was the material for which the world was waiting, and the world gave it such approval as no other insulating material has ever received.

In twelve years Celotex has outstripped every competing material and climbed to the summit of leadership. To-day, it fortifies over half a million homes against heat, cold, and moisture, and saves fuel.

It has travelled all over the world and has won fame in shutting out the bitter cold on the rim of the arctic circle, and in shielding the homes in equatorial zones from the fierce heat of the tropic sun.

Everywhere, Celotex has proved its worth and the public in turn has given Celotex world-wide leadership.



Motor-driven tensile test machine. Two clamps grip a piece of Celotex. The lower clamp is geared to a motor, by means of which a load (or pull) is applied. The upper grip is attached to a highly sensitive measuring device, which accurately records the load required to produce a failure (or break) in tension.

Flat plate conductimeter. This is one of the most accurate conductivity measuring devices ever invented. With it the insulation value of a material can be determined to a small fraction of a B. t. u. per hour, per square foot, per degree F., per inch thickness.

CELOTEX is tested scientifically

HEAT resistance and tensile strength are the two most important qualities of a structural insulation. To measure these properties, there is apparatus designed by scientists who have devoted years to the study of structural insulation. This apparatus is used in testing Celotex.

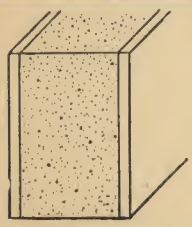
These tests have been made hundreds of times by disinterested laboratories. The results of these impartial tests are used to define the important properties of Celotex.

The insulation value of Celotex has been established by internationally-known laboratories at 0.33 B.t.u.'s per hour, per square foot, per degree F., per inch thickness. What this means to the home owner is shown diagramatically on the opposite page.

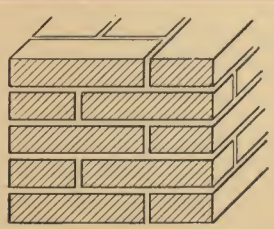
The tensile strength of Celotex has also been repeatedly measured by such authorities. They have found that the large boards furnish diagonal reinforcing in a Celotex sheathed wall, resulting in a stronger, more rigid structure. The meaning of this is demonstrated by making the " tug-of-war " test, illustrated on page 10.

CELOTEX 1″

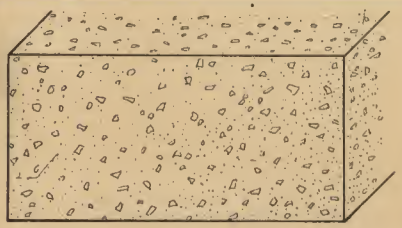
WOOD 3″



PLASTER BOARD 8″



BRICK 12″



CONCRETE 25″

Compare the insulating value of CELOTEX with these other building materials

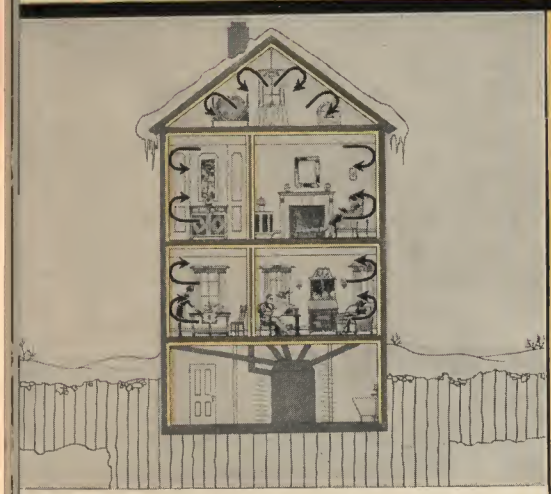
SOME people still feel that the " fine old houses " of 50 or 75 years ago with their solid brick walls never can be equalled for comfort. Yet any architect will tell you that the well-built home of to-day, scientifically weatherproofed with Celotex insulation, is so much more cheerful, healthful, and comfortable than these " fine old houses " that there is no comparison.

In fact, thick walls mean little or nothing without scientific insulation, for ordinary building materials are not selected for insulating purposes but for structural purposes. Their ability to retard the passage of heat and cold is limited and they cannot be classed with Celotex which is both an insulating and a structural material.

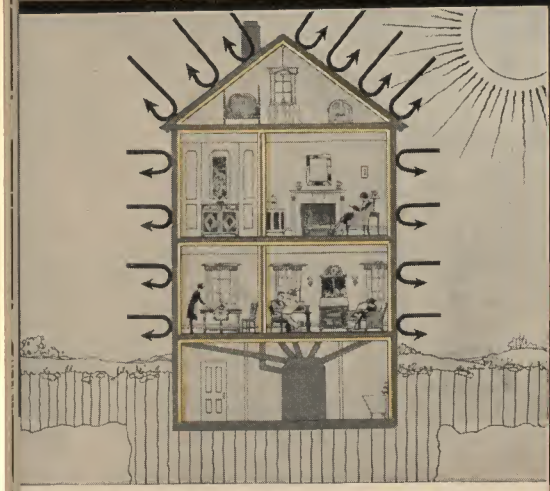
It has already been shown that the heat conductivity of Celotex is 0.33 B.t.u.'s per hour, per square foot, per degree F., per inch thickness. Thus, 1 inch of Celotex is as effective as 3 inches of wood, 8 inches of plasterboard, 12 inches of brick, or 25 inches of concrete.

The illustration at the left shows the relative thickness of these other materials required to equal the insulating value of Celotex.

STRONGER



KEEPS INTERNAL HEAT IN



KEEPS SUMMER HEAT OUT

CELOTEX—for

CELOTEX is essentially a *double-duty* material. It builds. It insulates. Any insulation that is placed between studs or rafters is naturally an *added* expense. This added cost may compel you to sacrifice other things in order to have insulation.

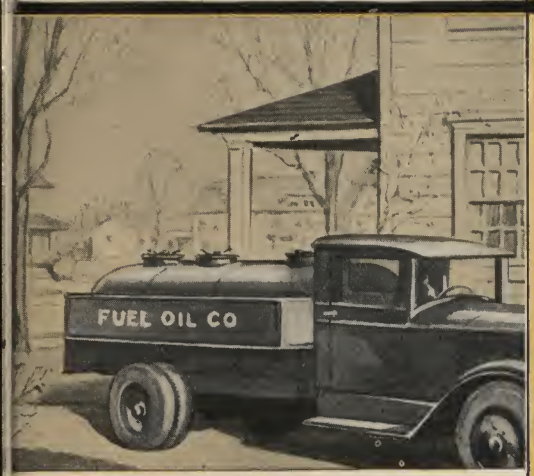
But when you use Celotex, no such problem arises. You can have Celotex insulation at little or no added cost because Celotex replaces other building materials.

On the outside walls of houses Celotex replaces the ordinary wood boarding and will act as a base for rough-cast cement.

Tests conducted by well-known authorities, including some of the leading universities, show that a framework with Celotex Cane Fibre Insulating Board applied is many times stronger than a framework covered with horizontal wood boarding.

The usual test is shown in the illustration. Two frames are built exactly alike; one is covered with Celotex Standard Building Board, the other with wood boarding. Under a strain from the turnbuckle the wood boarding gives way to the stronger Celotex-covered framework. Because of the greater diagonal bracing afforded by the big, strong Celotex boards, they add greater structural strength to walls.

SAVES COAL



SAVES OIL

SAVES GAS OR ELECTRICITY

insulation with economy

The next economy comes in roof or attic construction. Many tests have proved that 60 per cent. of avoidable heat loss from buildings occurs through the upward leakage of heat. Celotex insulation, installed under the rafters, forms an effective barrier to the passage of both heat and cold.

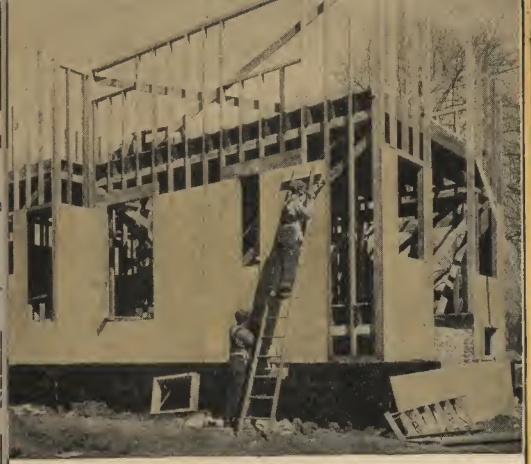
Summer heat cannot readily penetrate the walls and roof insulated with Celotex. The interior of the home remains cool, airy, and livable. In the height of summer, sleeping chambers invite you to comfortable, refreshing rest. Even the attic is comfortably cool.

In winter the process is reversed. Heat cannot escape through walls and roof. It remains indoors, flooding the home with healthy warmth. Because walls and roof are so thoroughly sealed, there are no downward draughts of cold air from upper rooms. Children can play upon the floor without the usual danger of catching cold.

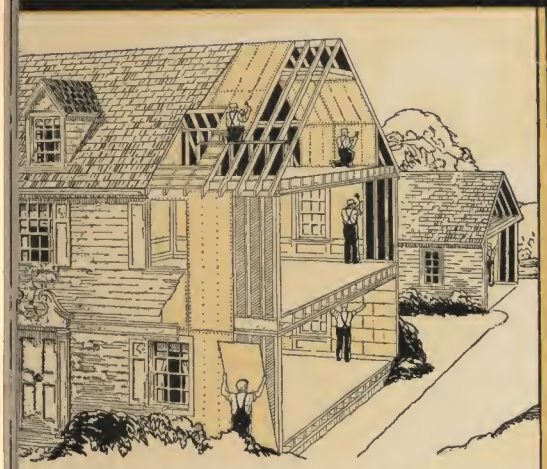
Naturally, with heat leakage greatly reduced, less fuel is required to heat your home.

This is a most important economy because it reduces your expenditure for heat year after year. Whether you burn coal, fuel oil, gas or electricity for heating, you will gain this saving simply through the use of Celotex.

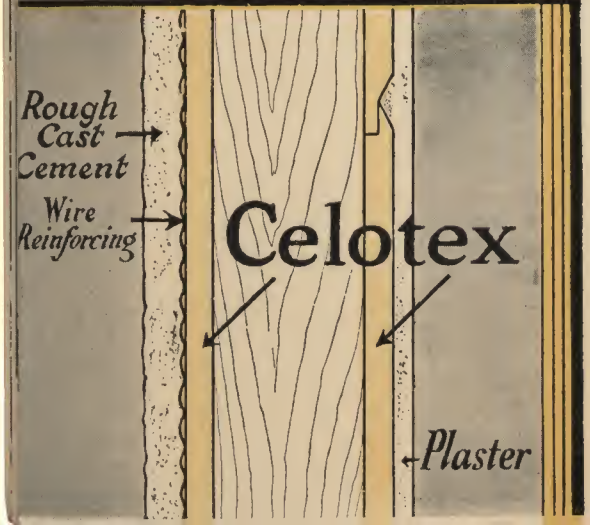
CELOTEX in



CELOTEX for ROUGH-CAST EXTERIOR



APPLIED TO WALLS AND ROOF



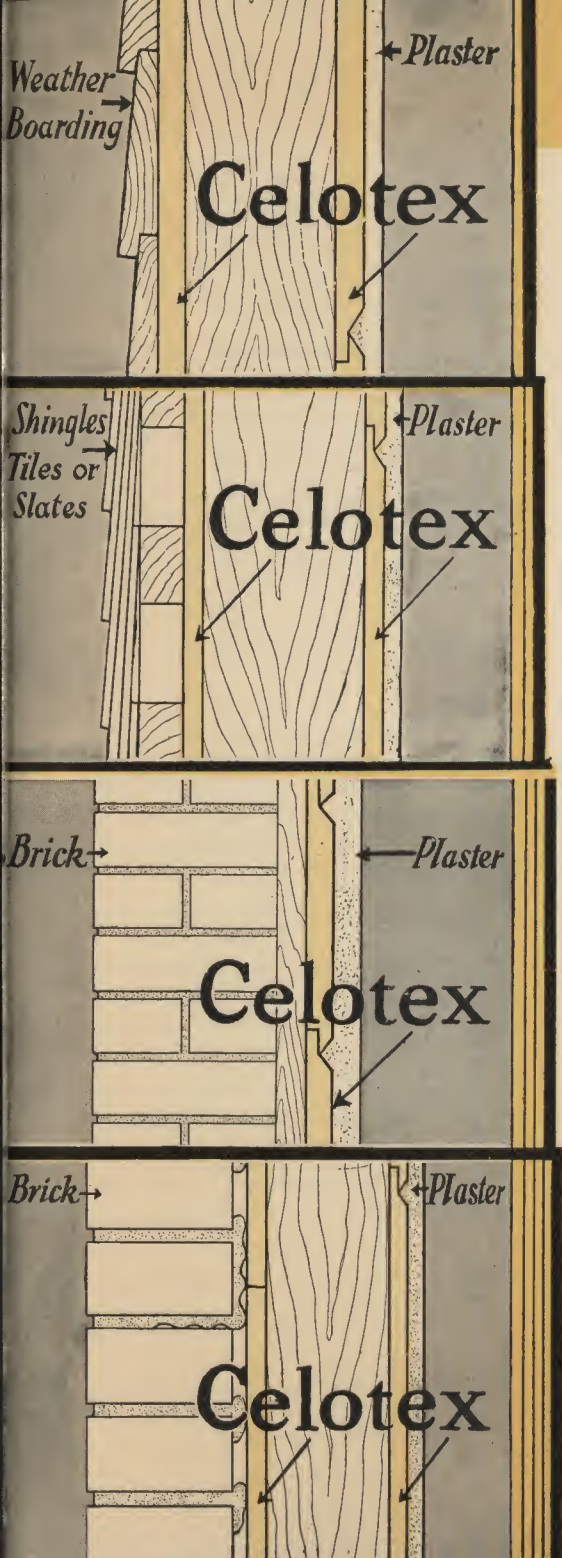
IN order to use Celotex to fullest advantage it should be applied when your house is being built. This will give you *all* the benefits of a *complete* Celotex installation and will expedite the building of your home.

Celotex Standard Building Board comes in convenient sizes—3 and 4 feet wide, 8 to 14 feet long, and $\frac{7}{16}$ inch thick or "double thick" $\frac{7}{8}$ inch.

No special tools or skill is required in applying Celotex, as it is sawn and nailed in place like wood. No special frame is necessary as studs, joists, and rafters are spaced as in ordinary construction and the Celotex boards nailed directly to the wood framework.

The big, strong, lightweight Celotex boards are quickly and easily applied, thereby saving labour costs. The boards require little cutting or fitting, thus saving material. There are no "seconds" of Celotex, no knotty, stained, or split pieces and, therefore, no waste.

The sectional view of the house on this page shows where Celotex should be applied—on the outside of the roof rafters; on the outside of the wall studding, in place of wood boarding as a base for rough-cast cement; on the inside of the rafters as an attic lining; beneath the floors (to deaden sound and to insulate);



your new home

on the inside of wall studding and on the under-side of ceiling joists, in place of wood or metal lath; on basement walls to prevent "sweating."

The other sectional illustrations show Celotex as used in the various standard forms of construction.

In rough-cast cement construction, wire reinforcing is nailed in place over the Celotex and the cement applied.

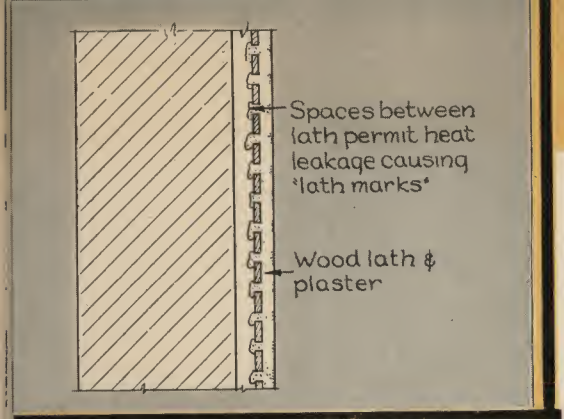
In frame construction, the weather boarding is applied directly over Celotex and nailed through to the studding.

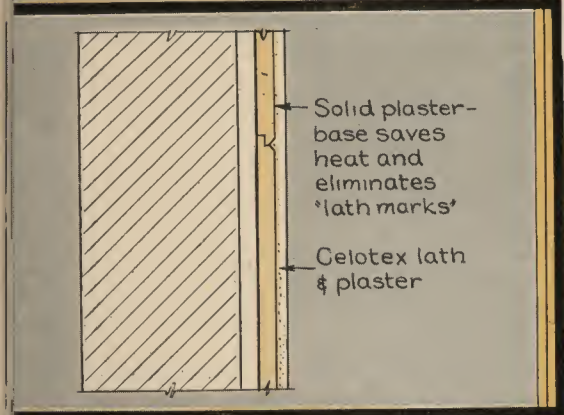
For tile, slate, or shingle roofs and walls, wood battens properly spaced are laid over Celotex, nailed through to the studding, and the tiles, slates, or shingles applied to these battens.

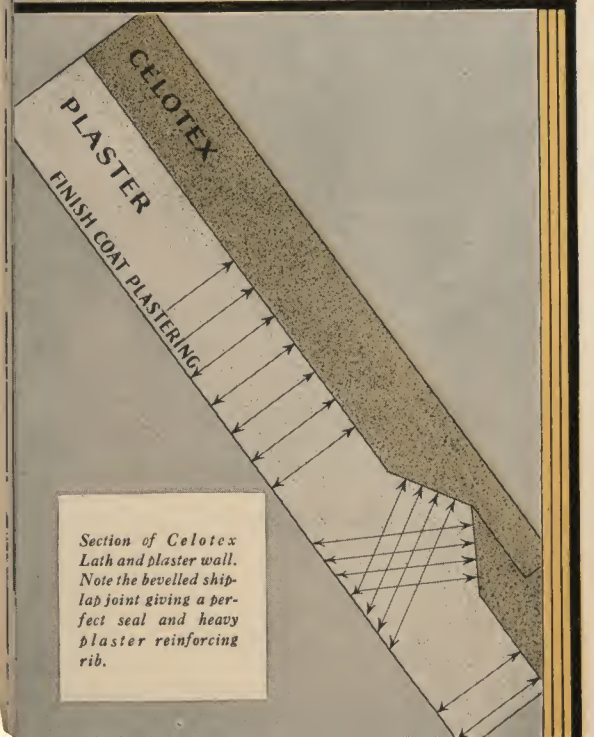
Brick walls are simply laid up against Celotex in the same manner as in ordinary construction.

In every case, Celotex Cane Fibre Lath is shown as the plaster base for the interior walls.

For complete application instructions and detail drawings, see the Celotex Specification Book, obtainable direct, or you can write for the name and address of your nearest merchant stockist.







Section of Celotex Lath and plaster wall. Note the bevelled shiplap joint giving a perfect seal and heavy plaster reinforcing rib.

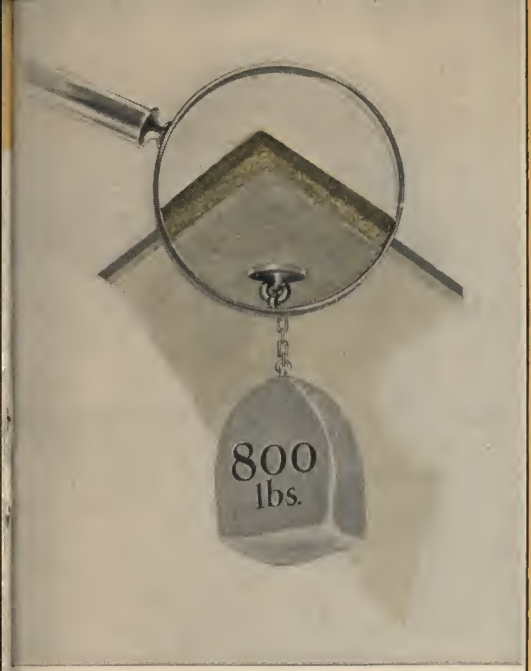
CELOTEX LATH

WHEN plaster cracks, loosens, and falls; when lath marks mar the appearance of a plastered room; the plaster itself is not necessarily at fault. All too frequently the responsibility is with the lath over which the plaster is applied.

Celotex Cane Fibre Insulating Lath protects plastered walls and ceilings from these usual failures. It presents a surface that protects the beauty of wall and ceiling decoration.

Celotex Lath has reduced the cost of insulated plaster walls. It is handy for fixing, weighing only $3\frac{1}{2}$ pounds per piece, and small in size—18 x 48 inches. Yet, as each lath goes up, a wall surface of 6 square feet is covered. The small size and light weight make short work of lathing walls and ceilings, even in closets, attics, and other restricted places. Joints do not have to be stripped, and it is never necessary to wet Celotex Lath.

The improvement which Celotex Lath gives in the quality of a plastered wall is coupled with the extra advantages of insulation. When a job is completed with Celotex Lath, there has also been installed



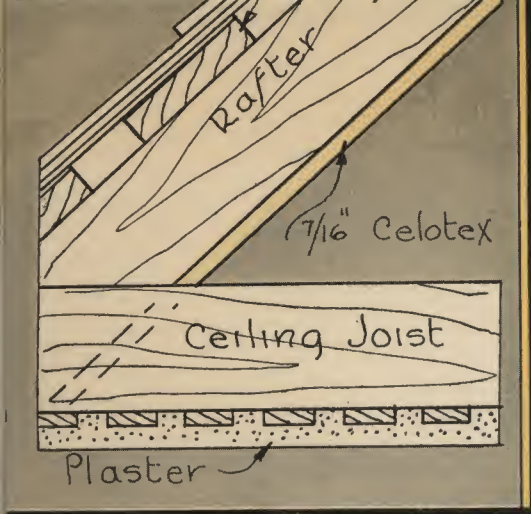
An 800-lb. pull fails to loosen plaster on Celotex Lath

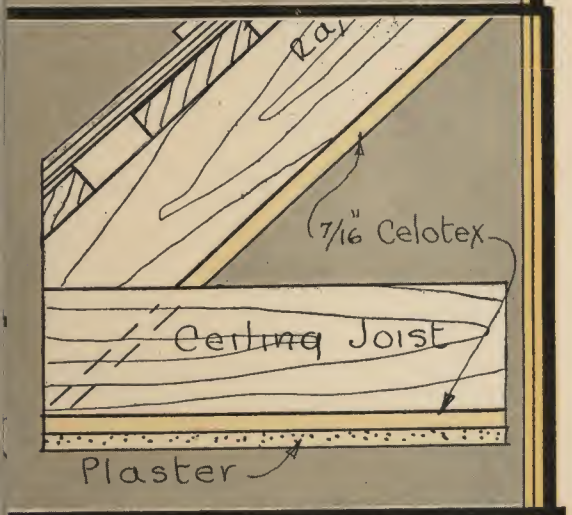
insulating plaster base

insulation, because Celotex has provided both lath and insulation in one material. The home in which Celotex Lath is used will have no cold, damp walls, and will be remarkably quiet.

Scientific tests prove that plaster applied to Celotex Lath forms a bond of amazing strength and tenacity. In the test illustrated, a disc is set in the wet plaster and allowed to set. When the plaster has thoroughly dried, this disc will support a dead weight of 800 pounds. Such tests as these assure the permanent beauty of plaster applied to Celotex Lath.

But these are not the only advantages. Every home owner knows that periodically it is necessary to re-decorate walls of plaster over wood lath to cover up the marks which washing cannot remove. These marks indicate non-uniform temperature of wall surfaces caused by heat loss through the spaces between the wood lath, resulting in the deposit of a greasy film upon the surface plaster. Since heat does not seep through Celotex walls in this way, such marks never appear, and frequent redecoration is not required.





CELOTEX in the roof

SINCE warm air rises, it is obvious that the greatest avoidable loss of household heat results from leakage through the roof. It is therefore vital to comfort and economy that your roof be completely sealed with Celotex Cane Fibre Insulation.

Celotex can be applied under the tile battens or, if preferred, can be nailed directly to the under-side of the rafters, as shown in the top illustration. When the latter method is used, the attic provides additional usable rooms, for Celotex is beautiful in texture and colour and makes an excellent finished wall. If desired, plaster can be applied over Celotex Lath and the attic finished like the lower rooms of the home.

If additional insulation and sound deadening is desired, Celotex can be applied both to the under-side of the rafters and to the under-side of the joists of the attic floor, as shown in the second illustration. This gives a high degree of sound and heat control and is a permanent source of increased satisfaction and economy.

The attic gables, of course, should always be completely sealed with Celotex.

CELOTEX interiors

ARCHITECTS and decorators have long been seeking a pleasing, soft-textured structural material for interior wall surfaces.

They have found it in Celotex, which lends itself admirably to simple or elaborate wall treatments.

But you get more than beauty from Celotex. You get protection from heat and cold. You get a restful quiet that is a revelation to anyone living in a Celotex finished room for the first time. And, best of all, you secure these advantages at such little cost, for, with Celotex furnishing the finished surface of your walls and ceilings, a very real economy is accomplished.

Celotex is well suited to panelled effects with battens made of either wood or Celotex.

Many charming effects can be secured by the use of stains, paints, stencils, and plastic paint over Celotex, and notes upon the application of plastic paints, wall-paper, and various interior finishes are given in the Celotex Specification Book. Cut stone-work effects are also easily obtainable with Celotex by trimming the Celotex into units of the proper size and bevelling the edges to produce a " V " groove at each joint.

CELOTEX—in

IF your present home was built without insulation, you can still modernize it, enhance its value, and add materially to your own comfort by installing Celotex Cane Fibre Insulation in the attic and basement. If the attic space cannot be as a room but only for storage, simply apply Celotex to the attic floor joists and lay boards over the Celotex to walk on. This is an easy and pleasant job. The cost is small and will quickly be repaid in fuel savings which will continue year after year and effect a worth-while reduction in living expenses.

If your attic is large enough to be converted into one or more usable rooms, Celotex is the ideal material for making the transformation.

By thus converting the attic, you can provide quarters for the maid, an extra bedroom or playroom for the children, or a guest room.

The illustration at the left shows how easily this transformation is accomplished. The gables are sealed with Celotex Standard Building Board and Window

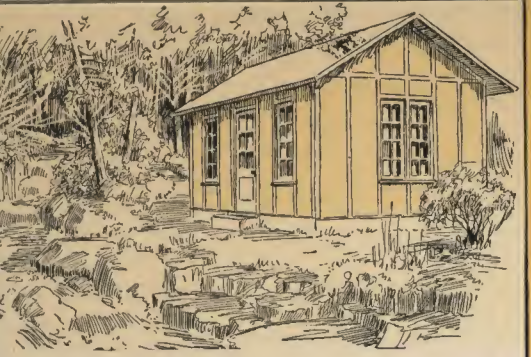
houses already built

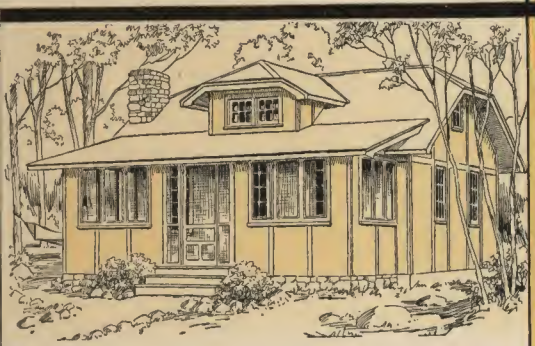
casing added. Framework for a low side wall and for the ceiling is built. The big, sturdy, light-weight Celotex Standard Building Boards are nailed to the frames and rafters, and your room is ready for any further finish you desire or can be left with the Celotex natural finish exposed. (If plaster finish is desired, Celotex Lath should be used).

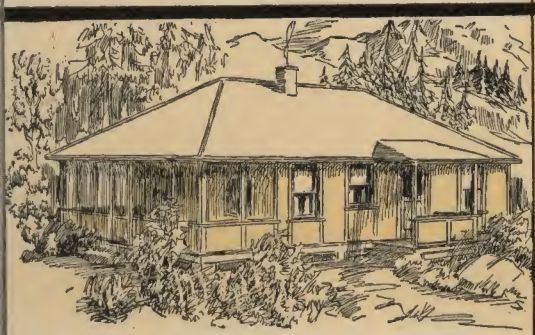
Obviously the Celotex lining in the attic is one of the most desirable features that can be added to a house, for it not only provides additional rooms but also seals the most vulnerable part of the house against the passage of heat and cold.

In the basement, too, delightful improvements can be accomplished. It can be made over into a work-shop, a den, or a playroom for the children.

If the inside of your garage is unfinished, a lining of Celotex will improve both its appearance and its ability to hold the heat of your engine overnight, making starting easier on winter mornings. This is another Celotex job that you can easily do yourself.







CELOTEX for country and seaside cottages

A HOLIDAY or week-end cottage should provide convenience, comfort, and durability, and should be economical to build. Celotex, the ideal material for holiday cottages, often costs less than other materials. It makes a cottage cool under the hot summer sun and easier to heat on chilly nights.

The broad, strong Celotex boards are simply nailed to the outside of the studding and battened down with wood, metal, or Celotex strips. When sized and painted Celotex resists the weather quite as well as wood.

Applied to the under-side of roof rafters, Celotex serves the additional purpose of ceiling finish.

You can leave the inside framing unfinished, or secure double weather protection, plus an attractive interior, by covering it, too, with Celotex.

Example cottages are shown on this page. The first is small, simple, and economical to build; the second is roomier and has a porch; the third is larger and is designed with porch and fireplace, while the fourth illustration shows holiday home for a family with several children.

CELOTEX for farm buildings

CELOTEX renders splendid service on the farm by protecting farm stock and farm produce against the injurious effects of heat and cold. Hens will not lay, chicks will not stay healthy, dairy stocks will yield less, and produce will deteriorate when exposed to extremes of temperature. Celotex prevents these losses.

All over the country farm buildings insulated with Celotex give the necessary protection against heat and cold, and the buildings cost no more and often less than ordinary uninsulated structures.

CELOTEX PRODUCTS and their uses

Celotex Standard Building Board

A strong semi-rigid building board made from the long, tough fibres of cane into big, strong boards, 3 and 4 feet wide, 8 to 14 feet long, and $\frac{7}{16}$ and $\frac{7}{8}$ inch thick. Used for interiors and exteriors.

Celotex Lath

A superior plaster base especially designed with bevelled edges to reinforce plaster against cracking. A ship-lap cut on the long edges of each lath provides a continuous sheet of insulation, a guard against lath marks. Comes in units 18 by 48 inches—$\frac{7}{16}$ and $\frac{7}{8}$ inch thick.

Celotex Roof Insulation Board

For insulating roofs of industrial and commercial buildings. Applied over all types of roof decks and under all types of roof coverings. Made 2 feet wide by 5 feet long and approximately $\frac{1}{2}$ inch thick. Also furnished in laminated thicknesses of from 2 to 8 plies.

Celotex Carpet Lining

Fabricated by a process which gives great resiliency. Adds life to carpets and rugs; makes them softer and more luxurious. Deadens noise, is clean, sterile, odourless. Celotex Carpet Lining comes in sheets 3 by 6 feet by approximately $\frac{1}{2}$ inch thick.

Celotex Linoleum Base

By a special process during manufacture, Celotex Linoleum Base is given the correct degree of resilience. Deadens noise and insulates floors. Size: 3 feet wide by 5 feet long, by approximately $\frac{1}{4}$ inch thick.

CELOTEX PRODUCTS
and their uses

Acousti-Celotex

A special Celotex product designed to correct the acoustics in theatres, auditoriums, churches, and schools, and to quiet noise in offices, banks, hospitals, restaurants, schools, and public buildings. Furnished in finished units in tile form. Can be painted without impairing its acoustical efficiency.

Celotex Refrigerator Insulation Board

Celotex has been used to insulate over 75 per cent. of all refrigerator cars built in the last two years. It is also used in domestic refrigerators, steel passenger cars, ice storage houses, fruit storage and ripening rooms. Furnished cut to the manufacturer's particular requirements. Approximately $\frac{1}{2}$ inch thick and in laminated thicknesses of from 2 to 8 plies.

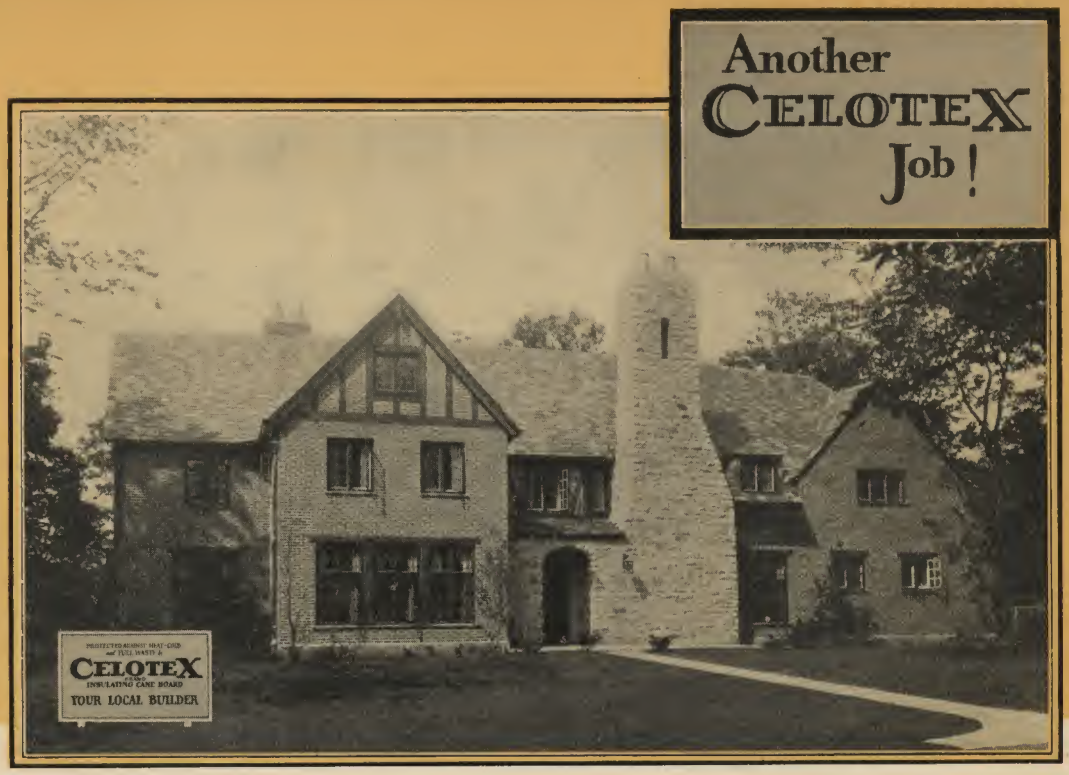
Our Engineering Department will gladly make recommendations best suited for your particular insulating requirements. Write for full particulars, submitting details.

Celotex Hard Board

A strong compressed board having distinct advantages over manufactured boards generally and laminated boards in particular. Can be applied without special preparation to curves of 2′ 6″ radius; and with slight preparation very small or sharp curvatures can be obtained.

Celotex Hard Board is easily cut with a saw and edges can be planed and sanded with ordinary woodworking appliances. Supplied $\frac{1}{8}$″ thick and weighs 7 lbs. (approx.) per sq. ft. In sizes 4′ x 8′, 4′ x 9′, 4′ x 10′, and 4′ x 12′, in crates of ten boards.

THE CELOTEX COMPANY
OF GREAT BRITAIN LTD.
324-6 Australia House
Strand, London, W.C.2



The sign of a well-built house

When you build or buy a home, insist upon Celotex Cane Fibre Insulation.

You can identify a Celotex protected home by the Celotex signs shown here. They are the mark of a well-built house, providing all-year-round comfort with the best insulation that money can buy.

The Builders who display this sign know the best building practice. They give their customers real value in house construction.

Celotex adds little or nothing to the first cost of building. And, year after year, it saves you money—25 per cent. or more on your fuel bills.

Ask your Architect, Contractor, or Builder about the use of Celotex in your home. Reliable Timber and Builders' Merchants everywhere can supply Celotex Cane Fibre Insulating Board.

We will gladly send you samples and detailed specifications on the use of Celotex in home construction and the name and address of your nearest Stockist.

THE FEROX PROCESS

INTEGRAL—NOT A SURFACE TREATMENT

THIS patented, exclusive process, belonging solely to CELOTEX, is a triumph of modern research. Each individual fibre of CELOTEX is coated with a chemical complex which prevents *dry rot*, termites and other organisms that destroy cellulose materials the world over . . . Because every fibre, not merely the surface, is treated, cut portions of CELOTEX are not subject to attack. The treatment is *insoluble* in *water* and hence weatherproof. Time and age will not change it. It is odourless, colourless, cannot evaporate and is therefore *permanent* . . . It was tested for two years in the tropics, in some of the worst termite infested areas in the world . . . The FEROX PROCESS in no way alters the insulating efficiency or other well-known characteristics of CELOTEX.

THE CELOTEX COMPANY

of Great Britain, Limited

324-6 Australia House, London, W.C.2

Telephones:—
Temple Bar 9084 & 9085

Telegrams:—
Celotex, Estrand, London

YOU are cordially invited to visit our offices at the address given below, where actual applications and finished treatments of the Celotex Company's products may be inspected.

The Company has Distributors and Stockists in all parts of Great Britain.

CELOTEX

Regd. Trade Mark

Cane Fibre Insulation Board

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